

CITIZENS ADVISORY COMMITTEE
OF THE MASS TRANSIT DEPARTMENT BOARD
MEETING MINUTES
700 A-SAN FRANCISCO CONFERENCE ROOM
MARCH 16, 2010

The Citizens Advisory Committee of the Mass Transit Department Board met at the above place and date. Meeting was called to order at 2:00 p.m. Committee Chair Jane Ratcliff, present and presiding and the following Committee Members answered roll call:

Ms. Jane Ratcliff
Ms. Robin Roberts
Mr. Richard Sheldon
Ms. Suzanne Fabian
Ms. Amy Lechuga
Mr. Daniel Estrada
Mr. Lawrence Harley – Seated as Alternate
Mr. Ernesto Dominguez arrived at 2:10 p.m.
Mr. Troy Hicks (absent)
Mr. Walt Phillips (absent)

Agenda

1. Call to order.

Item 1: The meeting was called to order at 2:00 p.m.

2. Public Comments

Item 2: Richard Sheldon commented, thank you for the bus stop at Sun Valley and McCombs.

3. Approval of the minutes of the CAC meeting of February 16, 2010.

Item 3: Motion made by Ernesto Dominguez to approve the amended minutes of February 16, 2010. Seconded by Robin Roberts. All in favor, motion passes unanimously.

4. Discussion on proposed new system map depicting routes and other transit system information. (Sun Metro)

Item 4: Lynly Leeper presented the draft of the new system map. Sun Metro will mail each CAC member a copy of the map and asked the CAC members to respond with any

comments no later than March 29, 2010. The map will be live on the web site and it will match the Google map.

5. Report on Marketing plan to promote qualified transportation fringe benefits.(Sun Metro)

Item 5: Laura Cruz-Acosta gave the presentation. Jane Shang and Laura met with Ft. Bliss on Tuesday, 3/15/10, to discuss the marketing plan. At this time there is no funding. Ms. Cruz-Acosta and Ms. Shang will work with Ft. Bliss to see what kind of marketing is available. Ms. Cruz-Acosta will provide updates to the committee as they become available. Ms. Jane Ratcliff would like to be included in these meetings.

6. Presentation of letter drafted by CAC to property owners who supported placement of sub shelter at Sun Valley and Preston. (CAC)

Item 6: Mr. Ernesto Dominguez drafted a letter to the property owners thanking them for agreeing to have a bus stop in front of their residence. Recommendation made by Robin Roberts that Sun Metro staff revise and send the letter. A bus stop was secured, but a further study is needed to see if a bus shelter can be set up. No action taken.

7. Report on status of the request to River Oaks property owner regarding the request to place a bus shelter on their property at Hercules and Dyer.

Item 7: Sun Metro is waiting for the legal department of River Oaks to respond. Sun Metro will provide updates periodically.

8. Report on status of application for Section 5310 funds. (Sun Metro)

Item 8: Lynly Leeper gave the presentation. She presented a report from the FTA indicating who sub recipients of the 5310 Funds are. Eligible sub recipients are private, not profit organizations and governmental authorities only where no non profit organizations are available to provide the service. The State is technically the recipient of 5310 funds and in this year all of Section 5310 funds were awarded to non profit organizations. There are 3 that received awards and all the monies were awarded, therefore, Sun Metro is not eligible to receive these funds.

9. Presentation and discussion on feasibility of displaying digital route information inside each bus. (Sun Metro)

Item 9: Sal Ochoa gave a presentation. Discussed the two types of display systems on the bus, the outside destination sign and the inside announcement sign and their differences. He will provide an update at a later date.

10. Presentation, discussion and action on implementation of additional pass for passengers between the ages of 55 and 65. (Postponed to April 13, 2010.)

Item 10: To be presented on April 20, 2010.

11. Presentation and discussion on feasibility of extending hours of bus service in the future. (Postponed to April 13, 2010)

Item 11: To be presented on April 20, 2010.

12. Opportunity for Committee members to request a staff report on items of interest over which the Board has authority. Discussion of items announced at this meeting will take place during the next regularly scheduled meeting. (CAC)

Item 12: Update on marketing plan to promote qualified transportation fringe benefits. (Item 5)

Discussion on the feasibility and necessity of a Sun Metro and Ft. Bliss liaison to facilitate the promotion of qualified fringe benefits in regards to Ft. Bliss.

(Item 5)

Update on status of the request to River Oaks property owner regarding the request to place a bus shelter on their property at Hercules and Dyer. (Item 7)

Discussion on posting of the meetings on other media and advertisement for members and alternates.

Update on status of member directory

Presentation and discussion on progress of North East Transfer Center

13. Director's Report on status of the transfer centers. (Jay Banasiak—Sun Metro)

Item 13: Michael Herrera made the presentation on the status of the transfer centers.

Motion made by Robin Roberts to adjourn meeting at 3:15 p.m. Seconded by Richard Sheldon. All in favor, motion passes unanimously.

Approved as to form:

Department Head/Board Secretary